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APRIL HIT PARADE IN TORONTO THEATRES

Left to right: Sailor Beware, Paramount, University and Tivoli Theatres, 3rd week; The African Queen, United Artists, Loew's Theatre; The Emperor's Nightingale, Alliance Films, Towne Cinema, 3rd week; The Battle at Apache Pass, Empire-Universal, Uptown Theatre; Manon, Cardinal Films, Astor Theatre, 8th week; Fun For Four, I.F.D., International Cinema, 7 weeks; With a Song In My Heart, 20th Century-Fox, Shea's Theatre, 3rd week; Encore, Paramount, Hyland Theatre, 3rd week; Snow White and the Seven Dwarfs, R.K.O., Victoria Theatre, Nortown, Runnymede, St. Clair and the Palace Theatres; Quo Vadis, M.G.M., Loew's Theatre, 8 weeks; 5 Fingers, 20th Century-Fox, Eglinton Theatre, 7th week.

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Prairie News

By BRUCE PEACOCK

A new neighborhood theatre, the 800-seat Palace, was opened April 18 in Edmonton by Mike Kucey. Mr. Kucey has had many years experience in the theatre business, having been associated with the Annex Theatre in Edmonton. He came to Edmonton from Myrnam, Alta., to establish the new business and manage it.

Bookings at the Palace will be essentially first run, according to Mr. Kucey. The theatre will be in operation each weekday evening, and on Saturday afternoons.

Work is under way on a $50,000 drive-in at North Battleford, Sask., to be known as the Park Drive-In Theatre. Gerritt Nyholt, owner manager, expects the theatre to be operating in June. The site covers ten acres. The theatre will have a concession bar and a fifty-foot-high screen.

Reopening of the Green Acres Drive-In Theatre at Lethbridge, Alta., April 10, attracted better than 500 cars. It was the theatre's earliest opening. An added attraction on the first three nights was the appearance of clowns, members of the Lethbridge Y.M.C.A. Free candy was given to children. Theatre manager is Fred Levitt.

Chinook Drive-In, Calgary, has reopened. Free treats were provided for children on opening night.

Ken Liddell, who writes the Furrows and Foothills column in the Calgary Herald, came up the other day with a nostalgic piece about "the men and women who beat out the music on the piano, violin and drums for the old silent movies." The column was prompted, he said, by the music at the Tommy Trinder stage show. Liddell's view was that the old-time trio made the pictures a lot more exciting than the big orchestras that make the background music for the movie epics.

Aldo Ray Lauded By Firemen

Looks like there is no limit to the type of media in which motion pictures can gain publicity these days. Aldo Ray, who resigned as constable of Crockett, California, to become a Columbia star and Judy Holliday's leading man in The Marrying Kind, is currently the object of laudatory attention in Fireservice Magazine, subscribed to by most of the fire departments in this country and overseas and boasting a circulation in the millions. Seems Aldo is a member of the International Association of Fire Chiefs and four regional bodies and is gaining a large following among the smoke laddies.

TRADE headlines

RKO Theatres net Profit for theatres $1,322,069, of which $199,500 came from Capital Assets Sales and the balance from operation, for year 1951.

●

Samuel Goldwyn, Darryl F. Zanuck, Jack L. Warner invite top men in industry to dinner in Hollywood supporting General Eisenhower for President — Paul C. Hoffman to be guest speaker. Industry survey top studio personalities reveal a three-to-one vote in favor of Eisenhower after survey made.

●

Gael Sullivan, exec.-dir. Theatre Owners of America since 1948 takes leave of absence to become Senator Kefauver's presidential campaign chairman.

●

Joint Committee, with Alfred W. Schwalberg as chairman and four exhibitors' association leaders appointed by Arbitration conference, April 22nd to crystallize proposals for Arbitration.

●

Arthur M. Loew, pres. Loew's International announced that the contract of Sam Eckman Jr., chairman and managing director of MGM Pictures Ltd. (London) has been renewed for an extended period.

●

Monogram-Allied going into production with seven original stories out of nine to be produced. Walter Mirisch, executive producer, introduced original-story policy last July, credited with giving Monogram healthiest position in history.

●

In 65 first-run situations in the U.S. 20th Century-Fox production, With A Song In My Heart, has outgrossed other recent Fox releases by 34 percent. Now in third week, Shea's, Toronto.

●

Monogram-Allied make nation-wide U.S. survey of Drive-Ins in U.S. showing 3,800 now in operation with seating capacity of 8,500,000 as compared with theatre capacity of 12,000,000.

●

Italian production reveals thirty pictures finished since Jan. 1.

●

Hugh Herbert's Will discloses an estate of $200,000, most of which will go to the Motion Picture Relief Fund.

●

Columbia makes outright purchase of Arch Oboler's interest in "Five."

●

Ned Depinet Drive is in its 17th week and Carl Peppercorn, General Manager of RKO Distributing Corp. of Canada announces that the Canadian District is in First Place.

RAY PRESENTS

THE Film Awards' presentation at the Victoria Theatre last Sunday night had a surprisingly large attendance, there were approximately one thousand guests.

John J. Fitzgibbons, C.B.E., in his introductory remarks, congratulated the award winners, and the work of the Canadian Association for Adult Education, the Canadian Film Institute and the Canadian Foundation, calling attention to Canadian achievement in production of film, the recognition of Canadian creative effort in film production, and its allied arts, all made possible by the sponsoring of the Canadian Association for Adult Education and its affiliated Associations.

Mr. Fitzgibbons stated, that members of the Motion Picture Industry were greatly encouraged and gratified at the recognition given to Motion Pictures by such distinguished citizens as Sidney Smith, Q.C., L.L.D., President of the Toronto University, His Worship, Mayor Lamport of Toronto, Walter Herbert, Chairman of the management committee, D. R. Michener, Dr. J. R. Kidd, J. E. McGuire of Canadian Association for Adult Education, Miss E. LeBlanc, A. L. Hepworth, Gordon Adamson of Canadian Film Institute, and Wilfred Eggleston, Mrs. D. H. Cameron, and Dr. W. Kaye Lamb of Canadian Film Archives Committee.

"THERE are several other names of important men and women who have fostered this creative Film Enterprise, and have given its sponsorhip their fullest cooperation — I am gratified to see with us tonight, Mr. Arthur Irwin, National Film Commissioner, and I now take pleasure in introducing His Worship Mayor Lamport, who despite a busy day, I believe that this is the Mayor's fourth public appearance today, will tell you what he thinks about our Canadian Film Awards and winners"—

Mayor Lamport congratulated the Award winners and expressed his pleasure, that Toronto was selected for the Film Award presentations. Mr. Fitzgibbons, introduced Dr. Sidney E. Smith, who took over from Mr. Fitzgibbons, the presentation procedure in respect to the Film Awards.

Those who have had the pleasure of listening to Dr. Sidney E. Smith, know that there is nothing pedantic in his gifts of oratory, or in his personality. Dr. Smith punctuated his various breezy and informative remarks with humorous references, and the presentation of the Film Awards carried out the spirit of the former Chairman, who injected an informal and family reunion note into this Canadian Film Event.

THE showing of some of the prize-winning films followed the presentation of the Film Awards, and I can understand how difficult was the work of the judges in making their selection for Awards, out of seventy films submitted.

In the Amateur Class, A Camper and His Canoe, produced by David Palter, was an achievement. Ski A Quebec, produced by Abbe Maurice Proulx, Laval University, and which received Honorable Mention, for the excellence of its photography, proved an interesting and colorful film.

CRAWLEY'S, Newfoundland Scene, produced for Imperiol Oil, won a First Award for excellence of Photography, dramatic content and generally high standard of production. It is an amazing film, with some of the camera work so startling and realistic that it appears almost unbelievable and miraculous.

The Fruitful Earth, produced by short subjects department of Associated Screen News Limited, Montreal, and which received honorable mention for general excellence of presentation, proved a most interesting film, as for its color, beautiful is the only word which can be applied to it.

NATIONAL Film Board's, Man In The Peace Tower, was a gem. It received honorable mention for skilful achievement of visual and sound qualities, under exceptionally difficult conditions. This would prove an interesting general release subject.

There were some scenes presented from Royal Journey which received the First Award in the theatrical-feature length classification. So many thousands of theatre patrons have already seen this National Film Board's, Columbia-distributed release, that it is not necessary to add a further tribute to that which The Digest has already paid to this Royal Journey Canadian-made feature which has had general theatre release in Canada.

With some cutting, Newfoundland Scene, judged Film of the Year, would provide an interesting subject for general theatre release. I found this film fascinating.

The judges for 1951 were: Theatrical: Mr. Albert Cloutier, Mr. Paul L'Anglais, Mr. Gilles Ste-Marie and Mr. Willie Chevalier. Non-Theatrical: Mr. Douglas E. Pope, Mr. B. J. McGuire, Mr. Francois Bertrand, Mr. Joseph Schull and Mr. Gilbert Fournier. Amateur: Dr. Allan M. Munn, Mr. Munroe Scott, Mr. Quentin Brown, Mr. Norman McLaren and Mr. T. C. Daly.

Theatrical Features

First—Royal Journey, produced by the National Film Board, Ottawa. Honourable Mention—La Petite Aurore, Alliance Cinematographique Canadienne.

Theatrical Shorts

First—Opera School, National Film Board. Honourable Mention—The Fruitful Earth, Associated Screen News, Montreal. Honourable Mention—Struggle For Oil, National Film Board. Honourable Mention—Man in the Peace Tower, National Film Board.

Documentary Shorts Sponsored by Government

First—Milk Made, National Film Board, for the Federal Department of Agriculture. Honourable Mention—Ski a Quebec, Abbe Maurice Proulx, Laval University for the Province of Quebec.

Documentary Shorts Not Sponsored by Government

First—Packaged Power, Crawley Films, Ottawa, for Aluminum of Canada.

Documentary Shorts, Open

First—Newfoundland Scene, Crawley Films, for Imperial Oil Limited. Honourable Mention—The Longhouse People, National Film Board. Honourable Mention—Les Moines de St. Benoit du Lac, National Film Board.

Amateur Films

First—A Camper and His Canoe, David Palter, Toronto. Honourable Mention—Cours Primaire de Francais, University of Toronto French Cine-Club. Honourable Mention—The Story of a Georgian Coffee Pot, Amateur Movie Club, Victoria, B.C.

Toronto and District

BILL PRESS

The 1952 annual convention of the Motion Picture Theatres Association of Ontario has been set in for Tuesday, Nov. 4, according to tentative arrangements, the place being the King Edward Hotel, Toronto, as usual.

The latest new members of the provincial organization are the 20th Century Theatres' Westwood at Islington, and the Erie Theatre, Wheatley, which is now operated by Jack Dean.

The death occurred after a long illness at Exeter, Ont., of John Goldie Cochrane, one-time famous hockey player, a wounded veteran of World War One and former manager of Leavitt's Theatre, Exeter.
The survivors are his wife and one son, W. G. Cochrane, mayor of Exeter.

Manager Fred Jackson of Loew's, London, aroused added interest in "African Queen" by staging a contest in which the public was asked to guess the number of freckles on the face of Katharine Hepburn, a star of the picture.

Double guest tickets to the number of 25 were offered as prizes and Jackson was swamped with replies.

Il Trovatore, Italian opera film feature with narrative in English, played a whole week at the Famous Players' Kent Theatre in Windsor to highly successful business. The program included Riviera Days, a featurette in Technicolor.

A recent visitor to Toronto Film Row was Floyd Rumford, proprietor of the Kineto Theatre, Forest. During his two-day stay here he announced he had retired as president of the Blue Water Highway Association, following its recent annual meeting in Owen Sound.

Jack Marion, recently with 20th Century Theatres in Toronto, has been appointed manager of the Aladdin Drive-In at Leitrim in Eastern Ontario. This drive-in opened April 24.

The Cornwall Drive-In has also been opened by the circuit with William Stepanischen as manager.

Bill Curley has taken charge of the Britannia Drive-In at Britannia Bay.

Marty Bockner, formerly with Astral Films Limited, Toronto, has been appointed booker with Peerless Films Limited here.

The spring series of "Curtain at 8:30" weekly presentations was started by a number of theatres in Ontario on April 23 or 24, with advance sales being arranged for the one performance, as previously.

At the Esquire in Brantford, Manager Joe Paul announced a list of special bookings for the reserved-seat shows, starting with "Laughter In Paradise," followed by "Romeo and Juliet," "The Tales of Hoffmann," "Faust and the Devil," and "Major Barbara."

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Eileen Pratt, secretary-assistant to Mr. Win Barron, left the happy family of Paramount staff on Friday, April 18th for an extensive tour of the Continent. First on the list will be a month's stay at her home in London, England, then, accompanied by three Canadian Misses, some of the countries that Eileen will visit include France, Italy, Spain, Switzerland, Sweden, and Holland. Eileen has hopes of returning to Paramount in September but may remain in England for the coronation of Queen Elizabeth II. Here's wishing you 'Bon Voyage' Eileen — don't forget to send us postcards!

Kathleen O'Neill — who came out from England with Eileen last April — has taken over the job as Mr. Barron's secretary.

Mr. Lightstone, General Manager of Paramount Films in Toronto, left for Montreal Wednesday, April 23rd, accompanied by Mrs. Lightstone, to attend the wedding of their niece Maxine (daughter of brother Bob Lightstone) to Mr. Roy Fleishman. The wedding took place on Thursday. Best wishes to the happy couple.

Mr. Win Barron has left on a flying trip out West to call on exhibitors, press and radio. During this trip he will carry the story across the Dominion of Paramount's terrific line up of productions for the next six months. While out West, Mr. Barron will also discuss the merchandising of new Paramount pictures — such as "Aaron Slick from Punkin Crick" which stars Alan Young, Dinah Shore and Robert Merrill; "Anything Can Happen," a comedy starring Academy Award winners Jose Ferrer and Kim Hunter; and "My Son Johns" which marks the return to the screen of Helen Hayes and also stars Robert Walker, Van Heflin and Dean Jagger.

Dore Schary, MGM Vice-Pres. Announces Julius Caesar For John Houseman Production

Dore Schary announced in Hollywood last week, immediate preparation for the filming this summer of "Julius Caesar," with the assignment of John Houseman to produce the most dramatically powerful of all Shakespeare's plays as one of M.G.M.'s most important productions of this year.

Houseman as producer and director has given the New York stage several of its outstanding Shakespearean successes. His production of "Julius Caesar," directed by Orson Welles for the famed Mercury Theatre, is still considered one of the most brilliant ever staged on Broadway.

In the fall of 1950, Houseman directed Louis Calhern in the memorable production of "King Lear," which set a world's record for a continuous run of the play critics agree to be the most difficult of all Shakespearean tragedies. He also directed Leslie Howard's revival of "Hamlet."

Schary stated that the decision to make "Julius Caesar" with an all-star cast was based on the conviction that of Shakespeare's plays, it is "most excitingly filmable."

Cast and director will be set shortly. Plans call for an intensive three weeks of pre-production rehearsals before the pictures goes before the cameras.

Houseman is currently producing "Tribute to a Bad Man," starring Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell, Barry Sullivan, Gloria Grahame and Gilbert Roland, directed by Vincente Minnelli.

Doris Day Singing Contest

A Doris Day singing contest is currently being held in the Netherlands with three cities, Amsterdam, Utrecht and Aranham — holding competitions. The singing star of Warner Bros.' Technicolor musical "April In Paris" received word that the finals of the contest will be held in Amsterdam.

Universal-International Representatives Welcomed At Luncheons By Toronto And Montreal Film Executives

At the head table in Toronto were, left to right: G. Beeston, Empire-Universal; L. W. Brockington, C. M. G., President of the J. Arthur Rank Organization of Canada; Alfred Daff, Vice-Pres. & Director of World Sales, U-I; J. J. Fitzgibbons, C. B. E., President, Famous Players Canadian Corp.; A. W. Perry, President of Empire-Universal Films Ltd.; N. A. Taylor, President of Twinex Century Theatres Corp.; and David Griesdorf, General Manager of Odeon Theatres (Canada) Ltd.

In Montreal at the head table, left to right: B. E. Norrish, President of Associated Screen News; Charles Feldman, U-I; George Ganetakos, President of United Amusements; A. Daff; A. W. Perry, President, Empire-Universal; Charles Bourassa, Quebec Allied Theatrical Industries, Frank McCarthy, U-I; and Gordon Dahn, Odeon Theatres.

In Toronto, left to right: S. Fine, B. & F. Theatres; H. Allen, Premier Operating; G. Allen, Premier Operating; M. Plottell, Empire-Universal; I. Smith, Odeon Theatres; C. Feldman, Universal-International; B. Geldsaler, Famous Players; L. Bearg, Famous Players.

In Toronto, left to right: H. Mathews, Empire-Universal; H. Hunt, Odeon Theatres; F. McCarthy, Universal-International; Clare Appel, Motion Picture Distributors Association; M. Stein, Famous Players; and D. Mandell, Twinex Century Theatres.

Rowing from left to right:

C. GLENN NORRIS, *Atlantic;* T. O. McCLEASTER, *Central;* MARTIN MOSKOWITZ, *Empire State;* M. A. LEVY, *Mid West;* E. K. CALLAHAN, *New England;* H. G. BALLANCE, PAUL S. WILSON, *Southern;* HERMAN WOBBER, BRYAN D. STONER, *Western;* PETER MYERS, *Canadian*

CENTRE
PAGES

Harry M. Warner Emphasizes Exhibitors' Responsibilities at Sales Meeting

Harry M. Warner, president of Warner Bros. Pictures, Inc., wired a message to Ben Kalmenson, vice-president in charge of distribution, who held the second in a series of regional sales meetings at the William Penn Hotel, Pittsburgh. Mr. Warner's message read as follows:

"Today's most important job for you men who sell our pictures is the job of education — the education of exhibitors who still feel that the cutting and squeezing of film revenue will put this business in its former profit state of health. It will not work. That kind of thinking is the speedy downroad to failure. Tell our customers that the economics of 1952 more than ever before require us to spend in order to earn, and that the responsibility for earnings belongs to the exhibitor for getting the maximum performance from good pictures. It must be done without panic symptoms, such as putting two of the market's finest pictures on one bill, thereby drying up the earning force of both pictures without regard for studio cost or the thinning out of pictures available to this current market; and equal to this earning responsibility, the exhibitor must be educated to realize that certain playing time must be set aside in the interest of developing young and new talent.

"We cannot do the right job for the public when exhibitors continue to tell us on one hand that certain stars are too young and others too old. We cannot rectify the need for new faces if the public is denied the opportunity of being introduced to new faces. My brothers and I, with your help, have proven the essential health and vigor of our industry in general and this company in particular. And for this reason I look forward with great anticipitation to the results which I am positive you will achieve in the months that lie ahead."

Following the reading of Mr. Warner's message to the combined sales and publicity - advertising representatives, Mr. Kalmenson gave a detailed outline of the 1952-53 Warner product. Mr. Kalmenson explained that the distribution forces would be marketing the most important line-up of product ever delivered from the Burbank studio. Also taking a major part in the opening day conclave was Mort Blumenstock, vice-president in charge of advertising and publicity, who outlined the advertising, publicity and promotional plans for the company's product.

Reisman to Europe

Phil Reisman, RKO Radio Pictures' vice-president in charge of foreign distribution, planed via TWA to Paris on Saturday. While abroad Reisman will conduct a sales conference of European managers. He will also visit Great Britain before returning some weeks hence.

The Pathfinder

Lyle Talbot is celebrating his 21st anniversary as a motion picture actor by playing his 103rd role a featured spot in The Pathfinder at Columbia. The George Montgomery starrer is before the Technicolor camera with Sidney Salkow directing.

Paramount Plans Hollywood Sessions For U.S. and Canadian Branch Personnel

Plans have been set for the most comprehensive sales and merchandising conference in the history of Paramount Pictures which will take place at Paramount's Hollywood Studio during the week of Monday, May 5th, A. W. Schwalberg, president of Paramount Film Distributing Corporation, has announced. In addition to distributing executives, studio personnel will participate in the sessions which will also include discussions of production plans and analysis.

Schwalberg, who will preside at the sessions with six domestic and Canadian Division Managers, termed the meetings as "the most important in Paramount's history to discuss the sales and merchandising approach to the greatest lineup of product in the company's more than fifty years' existence." Thirteen films set for release between July and December of this year will be screened at the studio and individually discussed. The sessions, he said, will also be devoted to complete analysis of current market conditions and will be integrated with future production plans. Following each screening, individual discussions on each picture will be held to fully assay their boxoffice potential and merchandising possibilities.

Y. Frank Freeman, vice-president in charge of Studio Operations, and Don Hartman will participate during these meetings and will present and conduct discussions on pictures currently in release and production plans for pictures currently in preparation.

E. K. O'Shea, Vice-President of Paramount Film Distributing Corporation, and Jerome Pickman, Vice-President and Director of Advertising, Publicity and Exploitation, will assist Schwalberg in conducting the sales and merchandising sessions.

The division managers in attendance, representing the thirty - two American and six Canadian branches, will be: Hugh Owen, Eastern and Southern; Howard G. Minsky, Mid-Eastern; J. J. Donahue, Central; A. M. Kane, South - Central; George A. Smith, Western; Gordon Lightstone, General Manager for Canada; and Assistant Director of Advertising, Publicity and Exploitation, Sidney Blumenstock.

Among the outstanding films to be seen and discussed will be: Son of Paleface, the Technicolor comedy starring Bob Hope, Jane Russell and Roy Rogers; William Wyler's "Carrie," starring Laurence Olivier and Jennifer Jones, and based on the great Theodore Dreiser novel, Sister Carrie; Just For You, starring Bing Crosby, Jane Wyman and Ethel Barrymore, a Technicolor musical comedy; Somebody Loves Me, starring Betty Hutton and Ralph Meeker, the William Perlberg-George Seaton Technicolor film based on the fabulous careers of Blossom Seeley and Benny Fields; Hurricane Smith, Nat Holt's exciting Technicolor adventure film, starring Yvonne De Carlo, John Ireland and James Craig; and The Turning Point, an exciting headline drama starring William Holden, Edmond O'Brien and Alexis Smith.

Belles On Their Toes For Music at Box-Office

Twentieth Century-Fox's Belles On Their Toes, opening at the Roxy Theatre last Friday, will arrive on the film scene backed by an extensive three week network radio spot campaign, it was announced.

The airwaves penetration, already in effect, is divided into three component parts: an advance barrage, now going on stations WNBC, WABC, and WCSB; a 100 spot saturation cycle next Thursday in which the leading independent stations (WNEW, WMCA, WINS, and WMGM) also will participate; and a post-opening push to last through the second week of the Roxy run.

The network spots on Belles On Their Toes are bracketing such top-rated stanzas as the Jack Benny, Amos 'N Andy, and Arthur Godfrey shows.

The Belles On Their Toes messages, varying from station breaks to full-minute announcements, reflect the gaiety and the warmth of the sequel to Cheaper By the Dozen which presents Jeanne Crain, Myrna Loy, Debra Paget, Jeffrey Hunter and Edward Arnold in starring roles.

Goldwyn Renews RKO Distribution Pact

Ned E. Depinet, President of RKO Radio Pictures, Inc., has announced that Samuel Goldwyn will continue to distribute his pictures through RKO. Goldwyn's present distribution agreement expires June 30th, and the new agreement extends the Goldwyn-RKO association for an additional five-year period. The first picture to be distributed under the new management will be Goldwyn's four million dollar HANS CHRISTIAN ANDERSEN.

In making the announcement, Depinet stated, "I am delighed to be able to announce that RKO will be privileged to continue to release Samuel Goldwyn pictures. We have distributed Goldwyn's films now for ten years, during which time he has produced some of the most distinguished pictures of his career — which means some of the finest motion pictures ever made."

Carl Peppercorn, Canadian General Manager for RKO, who informed the Digest of the Goldwyn-RKO pact, also provided us with the release schedule for his company in Canada.

R.K.O. Distribution Corp. of Canada released in April, the following pictures:

April 8 — Whispering Smith vs. Scotland Yard, with Richard Carlson and Greta Gynt. April 11 — Snow White and the Seven Dwarfs (Technicolor); Walt Disney Re-release. April 16 — Macao with Jane Russell, Robert Mitchum, William Bendix. April 22 — Tembo (Ansco-Color); African adventure. April 25 .. Faithful City with Jamie Smith, Dina Peskin.

In May, R.K.O. will release in Canada these pictures:

May 1 — Pace That Thrills with Bill Williams, Robert Armstrong. May 5 — The Half Breed (Technicolor) with Robert Young, Jack Beutel, Janis Carter. May 12 — Narrow Margin with Charles McGraw, Marie Windsor. May 15 — Clash By Night with Barbara Stanwyck, Paul Douglas, Marilyn Monroe, Robert Ryan. May 18 — I Walked With A Zombie with James Ellison, Frances Dee. May 18 — Body Snatchers (Re-release) with Boris Karloff, Bela Lugosi. May 20 — Target with Tim Holt.

In June the following R.K.O. releases are planned:

June 1 — Tarzan's Savage Fury, with Lex Barker, Dorothy Hart. June 7 — Montana Belle (Super Cinecolor) Jane Russell, George Brent, Scott Brady. June 12 — Desert Passage with Tim Holt. June 18 — King Kong with Fay Wray, Bruce Cabot, Robert Armstrong. June 18 — The Leopard Man (Re-release) with Dennis O'Keefe and Margo. June 30 — The Wild Heart (Technicolor) Jennifer Jones, David Farrar. July 1 — Robin Hood (Technicolor) Walt Disney Live Action with Richard Todd, Joan Rice.

In addition to the releases per month, these features are currently playing in Canada:

I Want You (Goldwyn) with Dana Andrews, Farley Granger, Dorothy McGuire; The Las Vegas Story, with Jane Russell, Victor Mature, Vincent Price; At Sword's Point (Technicolor) with Cornell Wilde, Maureen O'Hara; Rancho Notorious (Technicolor) with Marlene Dietrich, Mel Ferrer, Arthur Kennedy; Hunchback of Notre Dame with Charles Laughton, Maureen O'Hara; The Cat People (Re-release) with Simone Simon, Kent Smith; Rashomon, Academy Award — Best Foreign Picture; Kon Tiki, Academy Award — Best Documentary Film; and the Disney True Life Adventures, Nature's Half Acre (Technicolor), Academy Award — Best Special Film; Olympic Elk (Technicolor).

Cattle Kate

Maureen O'Hara has been signed by Universal - International for the top starring role in Cattle Kate, a robust story of Wyoming in the 1890's. The picture will be in Technicolor and will go before the cameras late next month.

The story by Polly James deals with a saloon entertainer who becomes involved in an all-out fight between the big cattle owners and the small ranchers.

Cattle Kate will be produced by Leonard Goldstein.

Royal Journey

Royal Journey, United Artists film account in the new Eastman color of the historic visit to Canada and the United States of Queen Elizabeth of England and the Duke of Edinburgh, completed its record-breaking, nine-week run at the Guild Theatre in Rockefeller Centre on Monday (April 21).

More than 50,000 persons have seen Royal Journey at the Guild, setting a record attendance mark for any film ever to have been exhibited at the theatre. The nine-week engagement also set a long-run record for the Guild.

Produced by the National Film Board of Canada, Royal Journey was directed by David Bairstow, with Tom Daly as executive producer and Osmond H. Borradaille, associate of the late documentary pioneer, Robert Flaherty, as director of photography. Royal Journey is the first motion picture to be photographed in the negative-positive Eastman color process which provides a greater range of color tones than any previous film process.

George Fairley Resigns

Georg Fairley who has been with Famous Players for nineteen years and is presently Manager of the Palace Theatre in Guelph, has resigned effective May 5th to go into business for himself in Guelph.

WARNER BROS., JACK AND THE BEANSTALK, STARRING ABBOTT & COSTELLO.

The scenes above are from the Warner Bros. film Jack and the Beanstalk which is now playing across Canada. This is Abbott & Costello's first film in Technicolor.

Loew's Inc. Issues Financial Report For 28 Weeks Ending March 13, 1952

Loew's Incorporated reports for the 28 weeks ended March 13, 1952, subject to year-end audit and adjustments, and after federal taxes (reduced due to non-recurring taxable deduction), a net operating profit of $3,222,040 compared with $2,978,832 a year earlier. With adjustment of federal taxes for prior years of $515,276 added, net profit for the current period was equivalent to 73 cents per share.

In the corresponding period last year, after addition of $1,247,033 adjustments of depreciation and federal taxes for prior years, the per share profit was 82 cents. Gross sales and operating revenues for the 28 weeks were estimated at $95,693,000 compared with $93,950,000 a year earlier.

For the 16 weeks ended March 13, 1952, after federal taxes reduced due to non-recurring taxable deduction, net operating profit was $1,647,997, equivalent to 32 cents per share, compared with $1,763,314 a year earlier to which was added $467,597 tax adjustment for prior years, bringing per share net profit to 43 cents. Gross sales and operating revenues for the 16 weeks were estimated $55,121,000 compared with $54,158,000.

Charles C. Moskowitz, vice-president and treasurer of Loew's Inc. presents the following comparative statement of consolidated earnings subject to year-end audit and adjustments for the 16-week and 28-week period ended in March, 1952 and 1951.

Consolidated earnings (subject to year-end audit and adjustments) for the 16-week and 28-week period ended in March, 1952 and 1951:

	16 week		28 week	
	1952	1951	1952	1951
Gross Sales and Operating Revenues—*Estimated*	$55,121,000	$54,158,000	$95,693,000	$93,950,000
Operating Profit including wholly and partly owned Subsidiaries	$ 3,887,799	$ 5,198,901	$ 8,147,394	$ 8,579,536
Less: Reserve for Contingencies	500,000	500,000	500,000	500,000
Reserve for Depreciation	1,444,126	1,439,336	2,470,734	2,429,844
Net Operating Profit before Federal Taxes	$ 1,943,673	$ 3,259,565	$ 4,876,660	$ 5,349,692
Less: Reserve for Federal Taxes (reduced amount for 1952 due to non-recurring taxable deduction)	212,230	1,330,004	1,528,723	2,116,500
Minority Interests' Share	83,466	166,247	125,897	254,360
Net Operating Profit after Federal Taxes	$ 1,647,977	$ 1,763,314	$ 3,222,040	$ 2,978,832
Adjustments for Prior Years' depreciation and Federal Taxes		467,597	515,276	1,247,033
Loew's Incorporated Share of Net Profit after Taxes	$ 1,647,977	$ 2,230,911	$ 3,737,316*	$ 4,225,865*
Per Share—Common Stock	$0.32	$0.43	$0.73	$0.82

* Company's Share of Net Income of partly owned Subsidiaries not distributed as dividends: *None.*

Serpent of the Nile

Robert Kent has completed an original screenplay, Serpent of the Nile, based on the life of Cleopatra, which producer Sam Katzman will film in Technicolor for Columbia in the early summer.

Encore

Encore, the new Paramount film based on three short stories by W. Somerset Maugham, began its third week at the Hyland Theatre, Toronto. Vic Nowe, Manager of the Hyland, pointed out that the admission mark set during the first seven days represented capacity business.

April In Paris

David Butler will direct and William Jacobs will produce April in Paris for Warner Bros.

Bellah Makes Acting Debut

The son of James Warner Bellah, the noted author, makes his screen debut in Man With a Gun at Warner Bros. He is James Bellah, 20, majoring in a motion picture course at U.C.L.A. The senior Bellah is currently scripting Sea Chase at Warner Bros. Man With a Gun stars Randolph Scott and Patrice Wymore. Felix Feist is directing the Technicolor production and Robert Sisk is producing for the studio.

Johnny Now "Hi-Ho Silver"

Jaunty Johnny Cohn dropped into The Digest offices the other day for a chat.

Johnny is literally walking on air — tells us he has the biggest Theatre Promotion that was ever pulled off in Canada. It didn't take long for us to elicit the information that the Deal—was world-famous Wm. Rogers Silverware. Without any coaxing, Johnny told us that Wm. Rogers was a very greatly advertised line and is made by The International Silver Company—the world's largest makers of Silverware.

"I have been after this line for the past 10 years — and only clicked recently. Already I've sold all of the big Circuits as well as plenty of Independents — and I haven't even scratched the surface. I've really "levelled" on this Deal. I've produced a powerful trailer costing over $1,000 as well as an extremely attractive and costly exploitation matter. The theatres that have already taken on this deal have told me that the ladies are wildly enthusiastic about the Deal," said Jaunty John.

When asked if he was through with his Dinnerware Deals, John replied "No." "Just signed up a group of Odeon Theatres as well as some Allen Houses on our Dinnerware Deals. They're as big as ever — we have theatres running over 10,000 pieces a week," said John with no small amount of pride.

"Have you any competition, John?" asked The Digest. "If we have any competition, I certainly haven't heard of it," smiled Johnny, lighting a fresh cigar — (Johnny calls them "heaters").

Incidentally Johnny told The Digest that if it was interested in adding a letter to his name to place it between John and Cohn and not to spell his name Cohen, he was not competing with Arthur Cohen, in fact Johnny said, "Having Wm. Rogers Silverplate, I have no competition, which I have already told you, but it is a statement I enjoy making."

The Outlanders

Donna Reed has been given the feminine lead opposite Randolph Scott in Columbia's "The Outlanders." Roy Huggins is directing from his own story and Harry Joe Brown is producing, in color by Technicolor.

Donna, whose last Columbia picture was Scandal Sheet, with Broderick Crawford and John Derek, will be seen in The Outlanders as a Union Army nurse, held a prisoner temporarily by Scott and his Confederate cavalry troop.

CAPITAL STORY

By BILL McLAUGHLIN

Three ozoners took advantage of the early break-away from Old Man Winter and have been operating since early in April to near capacity on the motorcar ramps. The Aladdin, fourth of the open-air movie spots, which is located within the city limits near Billing's Bridge in the South end, is expected to be in operation before another week rolls around. Competition between the Drive-In movie theatres will be terrific this season, with give-aways and other added attractions to attract the motorcar family trade.

Recent hold-overs included Singin' in the Rain at the Capitol, Room For One More at the Odeon, With a Song in My Heart at the main Elgin Theatre, and The River at the Little Elgin.

The Linden Theatre, East-end neighborhood house owned and operated by Casey Swedlove, hauled into court last week on the charge of running a lottery. Morality officers of the police department laid the charge, upon the outcome of which the future of Foto-Nites in Ottawa depends. Only other theatre featuring Foto-Nite is the Francais on Lowertown's Dalhousie Street. Linden case was remanded for a week.

The Francais Theatre, under the management of Boy Maynard, continues to draw large and appreciative audiences to one-night-weekly all-French programs. Last week's bill of imports included Maurice Chevalier in Le Rio, and Claire Muriel in Dominique, both first-runs in this area.

Manager Henry Marshall has just concluded what was his first experience with a foreign-language picture in the Italian-made Girl of the Marshes at the Regent Theatre. The dramatic story of Saint Marie Goretti with English sub-titles was widely attended by Roman Catholic Church groups and the considerable Canadian-Italian colony here.

Following a long Winter an early Spring run of special films at upped prices, most recent being Renoir's The River, the Little Elgin Theatre went back to its regular scale with the Old Country import, You Can't Beat the Irish. Ernie Warren, manager of the dual theatre for 20th Century, has a big winner in the Jane Froman story, With a Song in My Heart, now in its second week in the main auditorium of the Elgin.

Manager Frank Gallop showed official blow-by-blow picture of the Robinson-Graziano fight as an added attraction to his current screen bill of The Burning Question and The Wicked City at the Centre Theatre. Frank's strictly adult program drew big business throughout the week.

Henry Carriere, popular public relations representative for Calvert Distilleries Limited in the Ottawa Valley area, is all set to take an active part in local show business. The manufacturers of Lord Calvert have offered to underwrite operating costs of the Dominion Drama Festival to the amount of $15,000 per year, and to donate trophies and other prizes in the divisional Drama League competitions.

Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL & NORTOWN
The Big Trees (WB) Technicolor with Kirk Douglas.
LOEW'S
The African Queen (UA) Technicolor with Humphrey Bogart and Katharine Hepburn.
UPTOWN
The Battle at Apache Pass (E-U) Technicolor with Jeff Chandler and John Lund.
SHEA'S
Third Week. With a Song in My Heart (20th-Fox) Technicolor with Susan Hayward.
EGLINTON
Seventh Week. 5 Fingers (20th-Fox) with James Mason.
UNIVERSITY & NORTOWN
Third Week. Sailor Beware (Para) with Dean Martin and Jerry Lewis.
ODEON-CARLTON
Return of the Texan (20th-Fox) with Dale Robertson and Joanne Dru.
HYLAND
Second Week. Encore (Para.)
VICTORIA
Hong Kong (Para) Technicolor and A Girl In Every Port (RKO).
INTERNATIONAL CINEMA
The Magic Garden (IFD).
TOWNE CINEMA
Second Week. Emperor's Nightingale (Alliance) Co'or.
DOWNTOWN
Hoodlum Empire (Rep.) with Brian Donlevy and Claire Trevor.
BILTMORE
Bride of the Gorilla (Alliance) with Barbara Payton and Lon Chaney and Fear in the Night (Alliance) with Paul Kelly and De Forest Kelly.
ASTOR
Eighth Week. Manon (Cardinal).

MONTREAL

CAPITOL
Distant Drums (WB) Technicolor with Gary Cooper.
LOEW'S
Third Week. With a Song in My Heart (20th-Fox) Technicolor with Susan Hayward.
PALACE
This Woman Is Dangerous (WB) with Joan Crawford and Dennis Morgan.
SNOWDEN-OUTREMONT
The Battle of Apache Pass (E-U) Technicolor and On Dangerous Ground (RKO).
PRINCESS
Bugles in the Afternoon (WB) Technicolor with Ray Milland and Helena Carter.
ORPHEUM
Another Man's Poison (UA) with Bette Davis and Gary Merrill.
IMPERIAL
Best of the Badmen (RKO) with Robert Ryan and Claire Trevor.
AVENUE
White Corridors (JARO) with Googie Withers and James Donald.
KENT
The Wooden Horse (IFD) with Leo Genn.
SYSTEM
That Hamilton Woman (UA) with Vivien Leigh and Laurence Olivier.

WINNIPEG

CAPITOL
Viva Zapata (20th-Fox) with Marlon Brando and Jean Peters.
ODEON
The Red Shoes (JARO) Technicolor with Moira Shearer and Robert Helpmann.
GAIETY
With a Song in My Heart (20th-Fox) Technicolor with Susan Hayward.
VALOUR
Fourteenth Week. The Worm's Eye View (Astral).
LYCEUM
The Unknown Man (MGM) with Walter Pidgeon and Ann Harding.
DOMINION
Dark City (Para.) and Iron Man (E-U).
GRAND
The Wild Blue Yonder (Rep.) with Wendell Corey and Vera Ralston.
MET
The Racket (RKO) with Robert Mitchum and Lizabeth Scott.
GARRICK
He Ran All the Way (UA) with John Garfield and Shelley Winters.

VANCOUVER

VOGUE
Ma and Pa Kettle at the Fair (E-U) with Marjorie Main and Percy Kilbride.
CAPITOL
My Son John (Para.) with Helen Hayes and Van Heflin.
STRAND
Double Dynamite (RKO) with Groucho Marx and Jane Russell.
ORPHEUM
The Wild North (MGM) Technicolor with Stewart Granger and Wendell Corey.
CINEMA
Toast of New Orleans (MGM) Technicolor with Mario Lanza and Kathryn Grayson.
STUDIO
The Galloping Major (Astral) with Basil Radford and Janette Scott.
PLAZA
Boots Malone (Col.) with William Holden.

CALGARY

CAPITOL
Viva Zapata (20th-Fox) with Marlon Brando and Jean Peters.
PALACE
Two Dollar Bettor (Alliance) with John Litel and Marie Windsor and 5 Fingers (20th-Fox).
GRAND
The Lion and the Horse (WB) Warnercolor.
UPTOWN
This Woman is Dangerous (WB) with Joan Crawford and Dennis Morgan.
STRAND
The First Time (Col.) with Robert Cummings and Barbara Hale.

SAINT JOHN

PARAMOUNT
The Lone Star (MGM) with Clark Gable and Ava Gardner.
STRAND
Treasure of Lost Canyon (E-U) with William Powell and Julia Adams.

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HERE'S THE $64 QUESTION—— "ROGERS"!—BUT WHICH "ROGERS"?

Don't let anybody pull your leg! There are plenty of "ROGERS" Brands . . . But only a few "ROGERS" Brands have been extensively advertised, and are widely known! These include 1847 ROGERS BROS., WM. ROGERS & SON—AND OUR DEAL - - - WM. ROGERS! Many "ROGERS" Brands are as dead as the proverbial "dodo". SO WHY TAKE A CHANCE, WHEN YOU CAN GET WORLD-FAMOUS AND WORLD-KNOWN WM. ROGERS SILVERPLATE? The biggest Circuits, as well as Independents, have bought our WM. ROGERS Deal—and for a very good reason; IT'S BY FAR THE BIGGEST DEAL ANYWHERE!

MOST POWERFUL PROMOTION . . . BECAUSE—

- ALL THE PIECES, INCLUDING THE KNIVES, ARE GIVEN ON A SERVICE CHARGE OF ONLY 10c EACH. (We've never seen a Deal with a 15c Service Charge that has ever gone over in a big way.)
- WE'VE PRODUCED POWERFUL AND COSTLY 4-PAGE CIRCULARS IN 2 COLORS—THEY'RE REALLY "SOMETHING"!
- WE'VE PRODUCED A $1,000.00 TRAILER . . . IT COSTS YOU NOTHING . . . AND IT DOES A TERRIFIC SELLING JOB!
- WE SUPPLY, AT NO CHARGE, MASSIVE AND COSTLY WALNUT DISPLAY CABINETS—3 FT. X 5 FT. FOR YOUR LOBBY.
- IRON-CLAD REPLACEMENT GUARANTEE GOES WITH EVERY PIECE OF WM. ROGERS!
- PURE SILVER OVERLAID — INSURING LONGER SERVICE.
- BEST OF ALL — OUR PRICES ARE LOWEST . . . Ask for them and we'll prove it!

Note — Our "CHARMIAN" and "ROSE POINT" Dinnerware Deals are still the biggest draws anywhere — (Ask Larry Bearg, Morris Stein, Dave Griesdorf, Jule Allen, Alex Adilman — and 100 others.)

Management — JOHNNY COHN

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